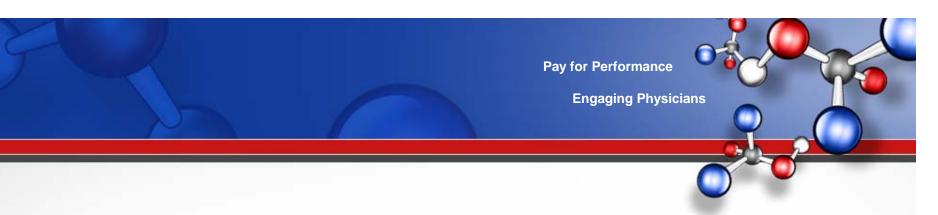


## The Theoretical Framework

- More and better information elsewhere This is a "How-To" Seminar
  - An Explanation for Consumers
  - An Explanation for Doctors



# Hawaii's Experience with Pay For Performance

- Longest Running P4P Program in the United States
- Largest Insurer Support
- Our Quality Indicators
- Our Experiences

### Doctors are Not Afraid of Data

But they don't like bad data

# Doctors are Not Afraid of Being Measured

But they want it to be fair

## Medicine is a Profession

Insurance is an Industry



# **Communicating P4P Information to Physicians**

#### What to Communicate

- Concise Information
- Actionable Information
- Comparative Information

#### How to Communicate

- When Paper Works
- When Email Works
- When the Personal Approach is Needed